

The Kind of Homes That Women Want

The family that is planning a new house turns instinctively to **THE LADIES' HOME JOURNAL** for suggestions and ideas, and thousands of beautiful homes have been constructed from plans secured at nominal cost through its architectural pages

But styles in houses change like styles in dress. The big old-fashioned kitchen gave way to the kitchenette. What do women want today? What sort of dining rooms and pantries, if any, do they want? What kind of heat? What labor-saving devices?

To answer all these questions The Journal recently conducted a national house-planning contest, offering prizes for the best plans of "The Home I'd Like to Have." The result was astonishing. More than 6000 home-builders eagerly responded, and the plans they drew have given **THE HOME JOURNAL** a brand-new conception of the up-to-date small house.

The house plans that are now presented month by month in The Journal show

the homes that women really want. We know, because the women themselves designed them.

We know what materials are desired, what kitchen equipment, what lighting fixtures, what electrical appliances, what sort of heat and paint and decorations.

In every family it is the woman who finally selects the home. Realtors say that she will buy the house that contains the greatest number of devices and materials that are familiar to her through national advertising; contractors testify that she will specify for the house she builds those products that have already been sold to her through the pages of her favorite magazine.

*To the manufacturer of building materials, household devices, interior furnishings and every product that goes into the building and furnishing of a home, we offer for examination and use a digest of the results of **THE HOME JOURNAL'S** House-Plan contest. We would welcome an opportunity of going over this report with you, as we believe it to be the most valuable material of its kind available*

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